



# **Customer Service Update**

Carol Rhodes, Assistant City Manager  
February 6, 2012



# City of Columbia Our Vision.....

- We are committed to achieving excellence in what we value:  
**CUSTOMERS**, communication, integrity, teamwork and resources (5 core values)
- **CUSTOMERS:** We EXIST to provide the best possible service to our customers – the men, women, children and businesses who make up our community

R203-10 Vision and Core Values adopted by Council September 20, 2010



# City of Columbia Our Mission.....

- Citizen satisfaction with our customer service quality is 67%\*. While this beats national and regional benchmarks, it is down 10 points from 2007.
- Transform to an organizational culture that provides an intensive **customer-centered culture**.
- Adopt customer service as the one unifying principle across all city departments.

\*Source: 2011 Citizen Survey



# Customer-Centered Culture Implementation Plan

- November 2011: Executed Customer Service Trainer Training Contract with EdTrek Inc
- Early December 2011: Staff, working collaboratively with EdTrek, developed city-wide service standards and department-specific scenarios for training sessions
- January 2012: Train the Trainer Candidate interviews were held with the Human Resources Director and Assistant City Manager
- 20 city employees were selected to serve as Train the Trainer candidates





# Customer-Centered Culture Implementation Plan

- February 2012: Commence Training
  - Certify internal *Service with Principles* trainer teams to maximize internal resources
  - Introduce *Service with Principles* key concepts to top leadership; develop support strategies for management to ensure transfer of learning to the workplace; and, transition to a customer-centered culture
  - *Shifting to a Service Culture* training for executive/manager level



# **Implementation Plan Continued**

- Quarterly training sessions offered through FY12 and first and second quarter of FY13
- March 2013 all staff will be trained, including temporary employees
- Training will be incorporated into Human Resources new employee orientation program held twice a month



# **Implementation Plan Continued**

- Continuous improvement of customer service never ends; it requires an ongoing commitment to improvement
- Refresher training will be offered, as needed



# **City of Columbia Customer Service Standard Themes**

Responsive

Professional

Helpful

Knowledgeable

Friendly





# Questions ?

